ACLP Mission

ACLP fosters child life professionals through:

- Standards and credentialing
- Connection, collaboration and community
- Evidence-based practice
- Professional development
- Championing the child life profession
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ABOUT THE ASSOCIATION OF CHILD LIFE PROFESSIONALS (ACLP)

The Association of Child Life Professionals (ACLP) serves the community of Certified Child Life Specialists, child life academics, and child life students. ACLP advances the psychosocial care and the emotional safety of children, youth, and families impacted by healthcare and significant life experiences and supports the international child life community by providing credentialing, professional development, and networking opportunities.
**DEMOGRAPHICS**

*September 2019*

**MORE THAN 5,500 Members**

- **PROFESSIONAL** 69%
- **ASSOCIATE** 7%
- **STUDENT** 22.0%
- **OTHER** 2%

**FROM 49 States** Plus Washington, DC and Puerto Rico

1. California
2. Texas
3. New York
4. Ohio
5. Illinois
6. Florida
7. Massachusetts
8. North Carolina
9. Michigan
10. Pennsylvania
11. Missouri
12. Tennessee
13. New Jersey
14. Georgia
15. Wisconsin
16. Minnesota
17. Maryland
18. Virginia
19. Indiana
20. Washington

**FROM 26 Countries** including USA

- Canada
- United States
- Mexico
- United Kingdom
- Norway
- Luxembourg
- Czech Republic
- Switzerland
- Romania
- Pakistan
- China
- Japan
- Russia
- New Zealand
- Australia
- Korea
- France
- Italy
- Portugal
- South Africa
- India
- Egypt
- Kenya
- Kuwait
- Qatar
- Singapore
- Philippines
- Brazil
- Colombia
- Malaysia
- Indonesia
- United Arab Emirates
- Canada
- Australia
ACLP Bulletin

ACLP Bulletin is a quarterly digital publication for ACLP members, with a circulation of more than 5,500 child life professionals throughout the United States, Canada, and across the globe. This professional resource focuses on the unique knowledge and skills of the child life community.

EDITORIAL INFORMATION

Each issue includes:

- Articles on topics of interest to child life professionals and those who serve the psychosocial needs of children and families in health care and beyond.
- Regular features that include student perspectives, focus on evidence-based practice, discussion of controversial issues, sharing of professional resources, and the history of the child life profession.
- Timely pieces that address the unique challenges of professionals working in the quickly evolving health care industry.

ACLP BULLETIN OFFERS ACCESS TO:

- More than 5,500 child life leaders and front-line professionals.
- Readers interested in products that would assist them in providing the best experience for the patients and families they serve.
- Professionals interested in organizations that support children and families under stress and in crisis.
- Readers interested in professional education materials and opportunities.

“The ACLP Bulletin is excellent! It is something for our profession to be extremely proud of. I show it off to other professionals all the time.”

— ACLP MEMBER

“The ACLP Bulletin is a great resource and I do enjoy the content!”

— ACLP MEMBER
ADVERTISING SPECIFICATIONS AND RATES

Each issue of the ACLP Bulletin has a limited amount of advertising space, which is sold on a first-come, first-served basis. We recommend that you contact advertising@childlife.org as early as possible in order to secure space in an upcoming issue. All advertisements must be prepaid.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
<th>EMAILED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>November 15</td>
<td>December 1</td>
<td>January</td>
</tr>
<tr>
<td>Spring</td>
<td>February 15</td>
<td>March 1</td>
<td>April</td>
</tr>
<tr>
<td>Summer</td>
<td>May 15</td>
<td>June 1</td>
<td>July</td>
</tr>
<tr>
<td>Fall</td>
<td>August 15</td>
<td>September 1</td>
<td>October</td>
</tr>
</tbody>
</table>

AD FILE REQUIREMENTS

To ensure the highest quality for your advertisement, please note:

- PDF or JPEG format preferred
- Minimum 150 ppi resolution; 300 ppi preferred for any bonus print distribution versions
- RGB color for digital ads; CMYK color for print distribution
- Include the specific web address for a hyperlink to your website

Complimentary benefits include:

- Direct link to your company’s website

For additional information or to submit artwork files contact: advertising@childlife.org

Choose from the following available sizes for ads:

- **Full-Page** (With Bleed)
  - Bleed: 8.75" w x 11.25" h
  - Trim: 8.5" w x 11" h
  - Live: 7.75" w x 10.25" h
  - 8.75" w x 11.25" h

- **Full-Page** (Without Bleed)
  - 7.5" w x 10" h

- **Half-Page Horizontal**
  - 7.5" w x 4.75" h

- **Half-Page Vertical**
  - 3.5" w x 9.25" h

- **One-Third Page Square**
  - 4.5" w x 4.5" h

- **Quarter-Page**
  - 3.5" w x 4.75" h

AD SIZE/POSITION | AD DIMENSIONS | 4X (1 YEAR): RATE PER AD | 1X RATE PER AD |
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>Bleed: 8.75&quot; w x 11.25&quot; h [Trim is 8.5&quot; w x 11&quot; h]</td>
<td>$750</td>
<td>$850</td>
</tr>
<tr>
<td>Cover 3 or 4</td>
<td><strong>No bleed:</strong> 7.5&quot; w x 10&quot; h</td>
<td>$700</td>
<td>$800</td>
</tr>
<tr>
<td>Full-Page Interior</td>
<td>8.75&quot; w x 11.25&quot; h</td>
<td>$700</td>
<td>$800</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7.5&quot; w x 4.75&quot; h</td>
<td>$600</td>
<td>$700</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.5&quot; w x 9.25&quot; h</td>
<td>$600</td>
<td>$700</td>
</tr>
<tr>
<td>One-Third Page Square</td>
<td>4.5&quot; w x 4.5&quot; h</td>
<td>$500</td>
<td>$550</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>3.5&quot; w x 4.75&quot; h</td>
<td>$400</td>
<td>$450</td>
</tr>
</tbody>
</table>

All ads are subject to approval by ACLP.

*CANCELLATION POLICY:* Customers who reserve ad space and later cancel those positions will be contractually obligated to pay all premiums if those positions are not resold.
The Journal of Child Life: Psychosocial Theory and Practice

This new bi-annual journal from ACLP launches in March 2020 during Child Life Month. It will feature robust quantitative and qualitative research articles. Content will also include substantive, systemic literature reviews; program development, with pre- and post-implementation data; and analysis of theory as applied to child life.

EDITORIAL INFORMATION

Each issue includes:

- The latest research about children’s responses to stressful experiences and child life professionals’ work to support children’s ability to cope and grow through these challenges.
- Articles on topics of interest to child life professionals and those who serve the psychosocial needs of children and families in health care and beyond.
- Reviews of books relevant to professionals supporting children and families, social science researchers, and leaders in psychosocial care.
- Timely pieces that address the unique challenges of professionals working in the quickly evolving health care industry.

THE JOURNAL OF CHILD LIFE OFFERS ACCESS TO:

- More than 5,500 child life leaders and front-line professionals
- Professionals interested in resources to support their research interests and goals
- Readers interested in evidence-based resources that will assist them in providing optimal care
- Psychosocial professionals interested in developing leadership skills
ADVERTISING SPECIFICATIONS AND RATES

Each issue of *The Journal of Child Life* is limited to full-page advertisements with no more than four ads per issue. Advertising space is sold on a first come, first-served basis. We recommend that you contact advertising@childlife.org as early as possible in order to secure space in an upcoming issue. All advertisements must be prepaid.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
<th>EMAILED</th>
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</thead>
<tbody>
<tr>
<td>March</td>
<td>January 15</td>
<td>February 1</td>
<td>March</td>
</tr>
<tr>
<td>September</td>
<td>July 15</td>
<td>August 1</td>
<td>September</td>
</tr>
</tbody>
</table>

Choose from the following available sizes for ads:

- **Full-Page With Bleed**
  - Bleed: 8.75” w x 11.25” h
  - Trim: 8.5” w x 11” h
  - Live: 7.75” w x 10.25” h
  - Keep live art .375” from trim edges

- **Full-Page Without Bleed**
  - 7.5” w x 10” h

AD FILE REQUIREMENTS

To ensure the highest quality for your advertisement, please note:

- PDF or JPEG format preferred
- Minimum 150 ppi resolution; 300 ppi preferred for any bonus print distribution versions
- RGB color for digital ads; CMYK color for print distribution
- Include the specific web address for a hyperlink to your website

Complimentary benefits include:

- Direct link to your company’s website

For additional information or to submit artwork files contact: advertising@childlife.org

<table>
<thead>
<tr>
<th>AD SIZE/POSITION</th>
<th>AD DIMENSIONS</th>
<th>1X RATE PER AD</th>
</tr>
</thead>
</table>
| Cover 3                               | **Bleed:** 8.75” w x 11.25” h  
  [Trim is 8.5” w x 11” h]       | $900                        |
| Full-Page Interior in back pages of journal | **No bleed:** 7.5” w x 10” h | $850                        |

All ads are subject to approval by ACLP.

*CANCELLATION POLICY:* Customers who reserve ad space and later cancel those positions will be contractually obligated to pay all premiums if those positions are not resold.
ACLP Monthly

**ACLP Monthly** is an e-newsletter that provides more than 5,500 ACLP members with the latest child life news and research updates, delivered straight to their email inboxes the first week of every month.

**ADVERTISING SPECIFICATIONS AND RATES**

Choose from the following available sizes for ads:

<table>
<thead>
<tr>
<th>AD POSITION</th>
<th>AD DIMENSIONS</th>
<th>1X RATE*</th>
<th>3X RATE* PER AD</th>
<th>6X RATE* ** PER AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top/Premium</td>
<td>728 x 90 pixels</td>
<td>$500</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Middle</td>
<td>728 x 90 pixels</td>
<td>$400</td>
<td>$300</td>
<td>$200</td>
</tr>
</tbody>
</table>

**SECURING SPACE FOR AN AD**

- Advertising space in each issue of **ACLP Monthly** is limited to no more than three ads per issue and many issues sell out well in advance of the monthly deadline.*
- To secure space, please contact advertising@childlife.org. An ACLP staff member will follow up with you to confirm placement and send an invoice for payment. Please note that ACLP cannot guarantee your space in any particular issue until both payment and artwork have been received and processed.

**AD FILE REQUIREMENTS**

- Max file size 100KB
- File Types: JPEG or GIF

**TERMS**

- All ads are subject to approval by ACLP.
- * The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for the February edition of the newsletter is January 15. Full payment must be received with ads.
- ** For six-time insertions, 50% payment must be received with ad. The remaining 50% is due within three months.
NEW ADVERTISING OPPORTUNITY

CCLS Connection

This e-newsletter has a distribution of more than 6,200 Certified Child Life Specialists (CCLLSs), both ACLP members and non-members. It is sent three times a year – April, July, and November.

ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

<table>
<thead>
<tr>
<th>AD SIZE/POSITION</th>
<th>AD DIMENSIONS</th>
<th>1X RATE*</th>
<th>3X RATE* PER AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: Top/Premium</td>
<td>728 x 90 pixels</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>Middle</td>
<td>728 x 90 pixels</td>
<td>$500</td>
<td>$400</td>
</tr>
</tbody>
</table>

SECURING SPACE FOR AN AD

- Advertising space in each issue of CCLS Connection is limited to no more than four ads per issue.
- To secure space, please contact advertising@childlife.org. An ACLP staff member will follow up with you to confirm placement and send an invoice for payment. Please note that ACLP cannot guarantee your space in any issue until both payment and artwork have been received and processed.

AD FILE REQUIREMENTS

- Max file size 100KB
- File Types: JPEG or GIF

TERMS

- All ads are subject to approval by ACLP.
- * The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for the April edition of the newsletter is March 15. Full payment must be received with ads.
- ** For three-time insertions, 50% payment must be received with ad. The remaining 50% is due within three months.
Website Advertising

The ACLP website is the leading source of certification and professional development content for the child life community. It also serves as a source of information for allied healthcare providers and the general public. The website attracts more than 25,000 unique visitors a month with the homepage receiving 160,000+ page views. It is a prime location for advertisers interested in reaching the child life community.

www.childlife.org

NEW REDUCED PRICES

ADVERTISING SPECIFICATIONS AND RATES

Choose from the following available sizes for ads:

<table>
<thead>
<tr>
<th>AD SIZE/POSITION</th>
<th>AD DIMENSIONS</th>
<th>RATE PER MONTH*</th>
<th>RATE FOR 3 MONTHS*</th>
<th>RATE FOR 6 MONTHS**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: ACLP Home Page</td>
<td>728 x 90 pixels</td>
<td>$500/month</td>
<td>$400/month</td>
<td>$300/month</td>
</tr>
<tr>
<td>Leaderboard: ACLP Interior Page</td>
<td>728 x 90 pixels</td>
<td>$300/month</td>
<td>$200/month</td>
<td>$100/month</td>
</tr>
</tbody>
</table>

Advertisers will be provided with web statistics for measurable ROI. Contact advertising@childlife.org to secure space.

TERMS

■ All ads are subject to approval by ACLP.
■ The deadline for ad artwork is the 15th of the month prior to publication. For example, the deadline for February is January 15.
■ *For one-month or three-month insertions, payment must be received in full with ad.
■ **For six-month insertions, 50% payment must be received with ad. The remaining 50% is due within three months.
NEW ADVERTISING OPPORTUNITY

Child Life Marketplace

The Child Life Marketplace is a growing resource for child life specialists to discover programs, products, and services that have been developed to help them thrive in their careers and serve patients and families.

AN ANNUAL LISTING MAY INCLUDE THE FOLLOWING:

- Organization name and description
- Link to website
- Email contact
- Promotional code
- Opportunities for customers to leave comments
- Leaderboard ad at the top of the listing

Choose to place your listing in one of the following categories:

- Arts & Crafts and Memory Making Supplies
- Books
- Camps
- Distraction Aids, Medical Teaching Materials, and Toys
- Education & Training
- Environmental Design & Playroom Equipment
- Non-Profit Services for Children & Families
- Tech Products & Services

ANNUAL LISTING RATES

<table>
<thead>
<tr>
<th>LISTING RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The cost of an annual listing is $600.*</td>
</tr>
</tbody>
</table>

*ACLP Corporate and Non-Profit Organization Membership includes a free listing in the Child Life Marketplace.

Learn more about the many benefits of this membership category [here](#).

TERMS

- All ads are subject to approval by ACLP.
MAILING LISTS

Enhance your organization’s visibility and connect with the child life community through the ACLP Mailing List Program. Whether you are selling products or services, advancing a noteworthy mission, or conducting market research, ACLP has a mailing list option designed to meet your needs.

**HOW TO ORDER A MAILING LIST**
For your convenience, each mailing list is formatted as an easy-to-use Excel spreadsheet delivered via email as an attachment. ACLP offers lists with postal mailing addresses only. We do not sell or rent email addresses.

Standard [mailing lists may be purchased online](mailto:advertising@childlife.org) with a credit card. By placing an order, you agree to adhere to the [ACLP Mailing List Rental Agreement](mailto:advertising@childlife.org), which is incorporated into the order form and states that each purchased mailing list is intended for single-use and is non-refundable.

Please review the full ACLP Mailing List Rental Agreement prior to placing your order. For additional information contact: [advertising@childlife.org](mailto:advertising@childlife.org)

ACLP must review and approve a sample of your intended mailing before the mailing list will be delivered. The sample may be sent as an attachment via email to [advertising@childlife.org](mailto:advertising@childlife.org), faxed to 571-483-4482, or mailed to ACLP at:

Association of Child Life Professionals (ACLP)
Attention: Mailing Lists
1820 N Fort Myer Drive Suite 520
Arlington, VA 22209

To pay by check, please complete the [ACLP Mailing List Order Form](mailto:advertising@childlife.org) and mail it to the ACLP office, along with payment and a sample of the intended mailing.

**PROCESSING TIME**
Standard mailing lists take one week to process. Specialized lists may take two-three weeks to process. All mailing lists will be delivered electronically in a spreadsheet format upon approval of the intended mailing.

**STANDARD MAILING LISTS**
Standard mailing lists for the following target groups are available for purchase:

- ACLP Members List: ........................................... $1,000 US
- Certified Child Life Specialists List: ........ $1,000 US
- Combined List of ACLP Members and CCLSs: ........................................ $1,300 US
- ACLP Program Leaders: ........................................... $650 US
- Regional Lists (each): ........................................... $500 US
- Student List: ........................................... $500 US

**ACLP MAILING LIST RENTAL AGREEMENT**
By placing an order online for an ACLP mailing list, customers agree to adhere to the following:

- Renter understands and agrees that the Association of Child Life Professionals (ACLP) is making these addresses available for one-time use only and solely for use on the mailing for which the sample was submitted for approval.
- Renter shall not copy the mailing list or any part thereof for use on an additional mailing or to enter into a computer database for use at a later time.
- The renter hereby agrees to submit a complete mailing sample to ACLP. ACLP may decline to provide the mailing list in the event that those materials do not meet with ACLP approval for any reason whatsoever.
- It is understood and agreed that the rented list has been and will be monitored to prevent improper and unauthorized use, by a combination of one or more methods of computer control, to which the renter consents and agrees.
- This agreement shall be binding upon the undersigned, its principals, and its agents.
ACLP Mailing List Order Form

ORGANIZATION INFORMATION

ORGANIZATION NAME

CONTACT NAME

ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE COUNTRY

PHONE EMAIL

STANDARD LISTS:

☐ ACLP Members .......................................................... $1,000
☐ Certified Child Life Specialists ................................. $1,000
☐ Combined List of ACLP Members and CCLSs ........... $1,300
☐ ACLP Program Leaders ........................................ $650
☐ Regional Lists (each) ................................................ $500
☐ Student List ............................................................... $500

*For regional lists, please clarify list preferences:

☐ Northeast Region includes: ME, NH, VT, NY, MA, CT, RI, NJ, DE, and PA
☐ Southeast Region includes: WV, MD, VA, Washington, DC, NC, SC, GA, FL, AL, TN and KY
☐ West Coast Region includes: CA, OR, WA, NV, ID, MT, WY, UT, AZ, AK, and HI
☐ Northern Mid-West Region includes: ND, SD, MN, WI, IA, IL, IN, MI, and OH
☐ Southern Mid-West Region includes: CO, NM, TX, OK, KS, NE, MO, AR, LA, and MS

PAYMENT

☐ Invoice me. ☐ I have enclosed a check payable to Association of Child Life Professionals.
☐ Please charge my: ☐ Visa ☐ MasterCard

CARD NUMBER EXP. DATE SECURITY CODE

NAME ON CARD

☐ I agree to the terms of the Association of Child Life Professionals Mailing List Rental Agreement.

SIGNATURE DATE

For further information, email orders@childlife.org or call ACLP at 1-800-252-4515.

Association of Child Life Professionals

Association of Child Life Professionals lists are USPS mailing addresses only. We do not sell or rent our members’ email addresses. All mailing lists will be delivered electronically in a spreadsheet format upon approval of the intended mailing. By placing an order for ACLP mailing lists, the customer agrees that such transactions are for one-time, non-refundable rental of the list(s) ordered. Any reuse of ACLP database information, when discovered, will be charged to the customer at standard rates.

A sample of your intended mailing must be sent to the ACLP office. Your order will be processed and emailed within one to three weeks after receiving:

☐ the order form;
☐ a sample of the intended mailing; and
☐ payment

Note: Length of processing time may depend on the list ordered.

Please complete the form below. Email (orders@childlife.org), mail or fax (571-483-4482) this form along with your mailing sample, and payment information to the Association of Child Life Professionals office.

Association of Child Life Professionals
Attn: Mailing Lists
1820 N Fort Myer Drive, Suite 520
Arlington, VA 22209

TERMS

Association of Child Life Professionals Mailing List Rental Agreement

1. Renter understands and agrees that the Association of Child Life Professionals (ACLP) is making these addresses available for one-time use only and solely for use on the mailing for which the sample was submitted for approval.

2. Renter shall not copy the mailing list or any part thereof for use on an additional mailing or to enter into a computer database for use at a later time.

3. The renter hereby submits (enclosed) a complete mailing sample to ACLP. ACLP may decline to provide labels in the event those materials do not meet with ACLP approval for any reason whatsoever.

4. It is understood and agreed that the rented list has been and will be monitored to prevent improper and unauthorized use, by a combination of one or more methods of computer control, to which the renter consents and agrees.

This agreement shall be binding upon the undersigned, its principals, and its agents.